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DEC 19 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

December 14, 1994

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

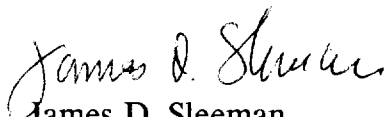
Re: Proposed Amendment of FM
Table of Allotments

Dear Mr. Caton:

Transmitted herewith, on behalf of James D. Sleeman are an original and four copies of a Petition for Rulemaking.

If any questions should arise during the course of your consideration of this matter, it is respectfully requested that you communicate with the undersigned.

Very truly yours,


James D. Sleeman
125 Chester Avenue
Annapolis, Maryland 21403

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BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.

RECEIVED

DEC 19 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

In the Matter of)
Amendment of Section 73.202(b),)
Table of Allotments,) MM Docket No.
FM Broadcast Stations) RM-
Sun Valley, Nevada)

To: The Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

PETITION FOR RULEMAKING

James D. Sleeman ("Petitioner"), is a U.S. citizen with no Broadcasting Interest or Holdings. Hereby petition the commission to institute a rulemaking proceeding to amend the table of FM allotments 73.202 (b), pursuant to section 1.420 (1) of the commission's rules. The petitioner seek to amend the FM table of allotments in the above captioned communities to permit the following. To establish channel 229A at Sun Valley, Nevada as that communities's first FM service. The proposed change in the rules is summarized as follows:

<u>City</u>	<u>Channel Number</u>
	<u>Present</u> <u>Proposed</u>
Sun Valley	_____ 229 A

This proposed allotment, channel 229A at Sun Valley, NV is in full compliance with the commission's spacing requirements.

- (1) The proposed new community of license Sun Valley, Nevada is situated in the northern suburban community of Reno and Sparks, NV and is part of Washoe County, Nevada. Located a few miles east of the Sierra Nevada mountain range is the Truckee Meadows and Reno/Sparks. The two "sister" cities are a major hub for western distribution and transportation. Sun Valley, Reno and Sparks, Nevada are located 140 miles from Sacramento, CA. and 530 miles from Salt Lake City on Interstate, 80. Figures released for 1993 by the Nevada State Demographer's office show Nevada's growth being the nation's fastest. During 1992-93 Nevada's populations increased 4.1 percent. Reno Cannon International Airport continued to break records during 1993. The airport has experienced an 81 percent increase in passenger numbers since 1990. Daily flight numbers have increased from 62 to 106. Reno Cannon also has 13 airlines serving travelers, up from eight. Tourism remains a major industry for Reno/Sparks, with gaming and outdoor recreation attracting visitors from around the world.

Cumulative year-to-date air passenger traffic counts for the first five months of 1994 were up a healthy 12.5 percent. And for this period, more than two million passengers used the airport facility. For the same period, automobile vehicle traffic counts at selected sites were 6.8 percent higher than last year. At the same time, cumulative building permit activity for single-family and multiple-family units was up almost 70 percent over 1993 (mostly due to single-family units).

Overall economic conditions in the Truckee Meadows during the third quarter are expected to be favorable.

Sun Valley is a highly recognizable community of Reno/Sparks, NV. Sun Valley

does have it's own post office and zip code 89433. Enclosed and shown as Exhibit II is a population count of the area, and economic profile from the commission on economic development at Carson City, NV, the state capital.

- (2) The commission has established that Sun Valley, Nevada is an acceptable "community of license" with the assignment of two AM Broadcast Facilities, an authorization for these stations. These stations are: KHIT(AM) 1590 Khz: 5Kwd, License: Lotus radio Corp.

KKNC(AM) 730KHZ 500 W.V. License Cabellero Radio West Inc.

The petitioner respectfully request this authority be granted to Sun Valley, NV. For this first FM service.

No new showing of community status should be required. Sun Valley, NV has been determined to be a "community" within the meaning of the rules.

- (3) Petitioner will also work with the Washoe County governmental agencies, Churches clubs and civic organizations. The Petitioner will meet and excide it's obligation of providing public affairs and public service programs.
- (4) Should the commission implement the proposed rule making. The petitioner will file an application of F.C.C. Form 301.
- (5) The attached engineering statement, shown as Exhibit 1, is based on a spacing study, performed by Data World Inc. of Bethesda, MD 20814. This study was done on both the Data World and F.C.C. Data Base as of December 1, 1994. The study shows the proposed allocation meets all the minimum distance requirement as outlined in commission rules 73.207.

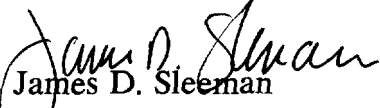
The petitioner has performed and exhaustive channel search of the area.

- (6) With regards to section 1.52 of the commissions rules the petitioner has enclosed an affidavit.

CONCLUSION

It is respectfully requested that the commission amend the FM Table of Allotments as requested. The petitioner feels this change would be in the public interest.

Respectfully submitted,

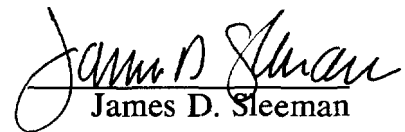

James D. Sleeman
125 Chester Avenue
Annapolis, Maryland 21403

December 14, 1994

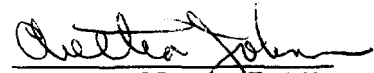
AFFIDAVIT

I, James D. Sleeman of 125 Chester Avenue, Annapolis, Maryland 21403, state the following:

1. I certify that, to the best of my knowledge and belief, all of the statements are true, correct, complete, and made in good faith.


James D. Sleeman

Subscribed and sworn to before me this 16th day of December 1994.


Notary Public

My Commission Expires: April 28, 1997.

EXHIBIT I

ENGINEERING STATEMENT

This Engineering Statement in support of a Petition For Rule Making to amend the Table of FM Assignments, Section 73.202(b), to allocate Channel 229A at Sun Valley, Nevada. It is proposed to amend the Table of FM Assignments as follows:

<u>Community</u>	<u>Present Allocation</u>	<u>Proposed Allocation</u>
Sun Valley, Nevada	---	229A

A channel study was made to determine whether an Allotment could be made on the proposed channel which would comply with the Commission's minimum separation requirements of Section 73.207 of the Rules and Regulations. This study showed that Channel 229A would meet these separation requirements. The reference coordinates relied upon are as follows.

North Latitude: 39° 41' 00
West Longitude: 119° 43' 00

Table I is a list of existing stations, applications, allocations and proposed Rulemakings of co-channel and adjacent channel assignments pertinent to allocating Channel 229A to Sun Valley, Nevada. The tabulation of distances shown in this Table were calculated by the methods prescribed in Section 73.208 of the Commission's Rules and Regulations, using the above reference point.

Figure 1 is a map showing the reference site and depicting the area where a station operating on Channel 229A could be located and meet all the separation requirements. Within this area of transmitter site can be chosen to provide principal community service field strength of 3.16 mV/m (70 dBu) over the entire city of Sun Valley, Nevada.

A Class A facility may operate with maximum facilities of 6 kW ERP and antenna HAAT of 100 meters. With these facilities, the predicted distance to the 70 dBu (principal community) contour will extend to a distance of 16 kilometers. Section 73.315(a) of the FCC Rules And Regulations requires that the 70 dBu contour must encompass the boundaries of the principal community to be served. As shown in Figure 1, operation from the reference site with 6 kW ERP and 100 meters HAAT, the proposed operation will provide the requisite coverage to Sun Valley Nevada in accordance with the provisions of Section 73.315(a) of the FCC Rules And Regulations.

The results of these studies show that Channel 229A Can be assigned to Sun Valley, Nevada consistent with the requirements of the Commission's Rules and Regulations.

Finally, the petition for Rulemaking to place channel 229A, at Sun Valley, Nevada will require the relocation of KODS(FM) Carnelian Bay, CA. translator at Verdi, Nevada. This translator is known as: K229AA/BLFT - 940513 TB. Channel 229FT with .024 kw located at 39-34-38/119-56-19.

The petitioner feels it is important to point out that this translator is a secondary assignment and should not be the reason to prevent this proposed Rulemaking.

Further, Verdi, Nevada is located 20 kilometers from the very center of Reno/Sparks, Nevada. Verdi, NV is not an under serviced community. Verdi, NV receives 1mvm strength service from at least 15 am and fm stations at Carson City, Reno, Sparks, and Incline Village, Nevada, also Truckee, Tahoe City, South Lake Tahoe, Kings Beach, and Camelian Bay, California.

FM Spacing study

Title: SUN VALLEY, NV
Channel 229A (93.7 MHz)
Database: DW 11/23/94

Latitude: 39-42-00
Longitude: 119-43-00
Safety zone: 30 km

Call	Auth	Licensee name	Chan	ERP-kW	Latitude	Br-to	Dist.	Req.
City of License	St	FCC File no.	Freq	EAH-m	Longitude	-from	(km)	(km)
KOSO	LIC	KOSO, INC.	226B	2.90DA	37-30-41	211.1	282.5	69
PATTERSON	CA	BMLH-890117KI	93.1	546	121-22-22	30.1	213.5	CLEAR
License Granted 09/04/92 per FCC release #21468 dated 09/16/92								

KJDX	LIC	SIERRA BROADCASTING CORP	227C	100	40-27-13	319.3	110.9	95
SUSANVILLE	CA	BLH-860716KA	93.3	352	120-34-14	138.8	15.94	CLOSE
Was KSUE-FM 08/12/93 per FCC release #212 dated 08/20/93; Affiliated with KSUE (AM)								

NEW	CP	HAWTHORNE FM PARTNERSHIP	228A	.13	38-27-19	147.8	163.0	72
HAWTHORNE	NV	BPH-881122MO	93.5	480	118-43-07	328.4	90.95	CLEAR
CP Granted 08/08/90 per FCC release #DC-1701 dated 08/28/90								

KRXQ	CP	GREAT AMERICAN TV & RAD	229B1	25	38-44-22	230.8	167.6	143
ROSEVILLE	CA	BPH-920407IB	93.7	100	121-12-50	49.9	24.60	CLEAR
CP Granted 12/08/92 per FCC release #21536 dated 12/17/92; Application for License (BLH-940615KA) accepted per FCC release #15845 dated 07/06/94; BMPH-9405 12JY EXT GRD 6/27/94(21920-7/6/94); Ant: Jampro JHPC-6RFR								

KRXQ	LIC	GREAT AMERICAN TV & RAD	229B1	25	38-43-12	230.7	170.5	143
ROSEVILLE	CA	BLH-880819KG	93.7	99	121-14-09	49.7	27.45	CLEAR

KRLT	LIC	REGENCY COMMUNICATIONS,	230A	6	38-57-38	193.3	84.33	72
SOUTH LAKE TAHOE	CA	BLH-911126KD	93.9	-57	119-56-26	13.1	12.33	CLOSE
License Granted 06/17/92 per FCC release #21407 dated 06/23/92; Application for License () accepted per FCC release #15157 dated 12/18/91; Ant: Jampro JSL P-3D; Affiliated with KOWL(AM)								

KRLT	APP	REGENCY COMMUNICATIONS,	230A	3DA	38-57-38	193.3	84.36	72
SOUTH LAKE TAHOE	CA	BPH-881115IF	93.9	-4	119-56-31	13.2	12.36	CLOSE
Amended 05/01/89								

PRM	PROPOSED	RULE MAKING	231A		39-14-44	245.1	118.6	31
GRASS VALLEY	CA	DOC-90-189	94.1		120-57-52	64.3	87.63	CLEAR
PRM adopted 03/16/90, released 04/06/90; OPTION III								

RM	CLASS	CHANGE FROM A REQU	232B1		39-14-44	245.0	118.0	48
GRASS VALLEY	CA	DOC-90-189	94.3		120-57-22	64.2	69.99	CLEAR
Released 07/02/90; DOC-90-189; COUNTERPROPOSAL TO DOC-90-189								

KQBR	LIC	LEBANON BCG & LEASING, L	282A	2.96	38-39-26	236.8	208.3	10
DAVIS	CA	BLH-921105KA	104.3	141	121-43-12	55.5	198.3	CLEAR
License Granted 04/26/93 per FCC release #21626 dated 05/03/93; Was KCLQ 12/13/91 per FCC release #173 dated 12/20/91; Ant: Jampro JMPC-5								

KHIT-FM	LIC	RADIO ASSOCIATES OF RENO	283C	25	39-18-48	198.4	45.25	29
RENO	NV	BLH-821126AB	104.5	893	119-52-59	18.3	16.25	CLEAR
Was KIIQ-FM 07/24/91 per FCC release #163 dated 07/26/91; Affiliated with KHIT (AM)								

FM Spacing study

Title: SUN VALLEY, NV
Channel 229A (93.7 MHz)
Database: FCC 10/25/94

Latitude: 39-42-00
Longitude: 119-43-00
Safety zone: 30 km

Call	Auth	Licensee name	Chan	ERP-kW	Latitude	Br-to	Dist.	Req.
City of License	St	FCC File no.	Freq	EAH-m	Longitude	-from	(km)	(km)
ALLOC			226B		37-30-41	211.1	282.5	69
Patterson	CA		93.1		121-22-22	30.1	213.5	CLEAR
ALLOC			227C		40-27-13	319.3	110.9	95
Susanville	CA		93.3		120-34-14	138.8	15.94	CLOSE
KJDX	LIC	Sierra Broadcasting Corp	227C	100	40-27-13	319.3	110.9	95
Susanville	CA	BLH-860716KA	93.3	352	120-34-14	138.8	15.94	CLOSE
NEW	CP	Hawthorne FM Partnership	228A	.13	38-27-19	147.8	163.0	72
Hawthorne	NV	BPH-881122MO	93.5	480	118-43-07	328.4	90.95	CLEAR
DOC-89-555								
KRXQ	CP	Great American Televisio	229B1	25	38-44-22	230.8	167.6	143
Roseville	CA	BPH-920407IB	93.7	100	121-12-50	49.9	24.60	CLEAR
ALLOC			229B1		38-43-12	230.7	170.5	143
Roseville	CA	DOC-86-473	93.7		121-14-09	49.7	27.45	CLEAR
KRXQ	LIC	Great American Televisio	229B1	25	38-43-12	230.7	170.5	143
Roseville	CA	BLH-880819KG	93.7	99	121-14-09	49.7	27.45	CLEAR
KRLT	LIC	Regency Communications L	230A	6	38-57-38	193.3	84.33	72
South Lake Tahoe	CA	BLH-911126KD	93.9	-57	119-56-26	13.1	12.33	CLOSE
ALLOC			230A		38-57-38	193.3	84.33	72
South Lake Tahoe	CA		93.9		119-56-26	13.1	12.33	CLOSE
PRM	ADD	Gold Country Communicati	231A		39-14-44	245.1	118.6	31
Grass Valley	CA	DOC-90-189	94.1		120-57-52	64.3	87.63	CLEAR
PRM	ADD	Nevada County Broadcaste	232B1		39-14-44	245.1	118.6	48
Grass Valley	CA		94.3		120-57-52	64.3	70.63	CLEAR
KQBR	LIC	Progressive Media Group,	282A	2.95	38-39-26	236.8	208.3	10
Davis	CA	BLH-921105KA	104.3	141	121-43-12	55.5	198.3	CLEAR
KHIT-FM	LIC	Media Venture Management	283C	25	39-18-48	198.4	45.25	29
Reno	NV	BLH-821126AB	104.5	893	119-52-59	18.3	16.25	CLEAR
ALLOC			283C		39-18-48	198.4	45.25	29
Reno	NV		104.5		119-52-59	18.3	16.25	CLEAR

>> End of channel 229A study <<

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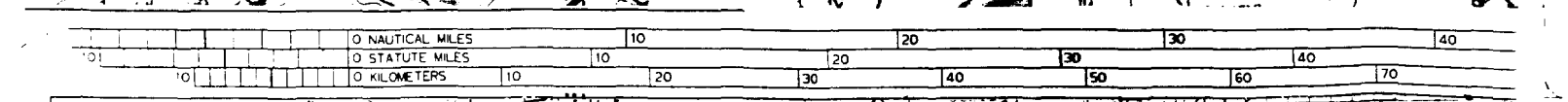


EXHIBIT 2



**STATE OF NEVADA
COMMISSION ON ECONOMIC
DEVELOPMENT
Capitol Complex
Carson City, Nevada 89710**

*We are pleased to send the enclosed
material of interest to you.*

A handwritten signature in black ink, appearing to be "John H. ...", is written over a horizontal line.

**(702) 687-4325 / Out-of-State Toll Free 800-336-1600
Fax (702) 687-4450**

POPULATION OF NEVADA'S COUNTIES AND INCORPORATED CITIES

PRELIMINARY--BOULDER CITY CORRECTED, 11/4/94

	JULY 1 1994	Percent Change 93-94	JULY 1 1993	Percent Change 92-93	JULY 1 1992	Percent Change 91-92	JULY 1 1991	Percent Change 90-91	JULY 1 1990	Percent Change 89-90	JULY 1 1989
Lincoln County	4,340	5.1%	4,130	1.2%	4,080	5.4%	3,870	1.6%	3,810	0.3%	3,800
Callente	1,160	0.0%	1,160	1.8%	1,140	0.0%	1,140	1.8%	1,120	6.7%	1,050
Lyon County	25,390	6.9%	23,750	6.0%	22,410	4.6%	21,430	4.1%	20,590	2.2%	20,150
Yerington	2,640	5.6%	2,500	2.5%	2,440	0.4%	2,430	2.1%	2,380	0.4%	2,370
Mineral County	6,420	-1.4%	6,510	-0.8%	6,560	1.5%	6,460	-0.2%	6,470	0.2%	6,460
Nye County	19,560	-4.8%	20,550	2.3%	20,080	5.1%	19,110	5.1%	18,190	3.7%	17,540
Gabbs	440	-27.9%	610	-7.6%	660	-2.9%	680	1.5%	670	4.7%	640
Pershing County	4,740	1.1%	4,690	-2.3%	4,800	2.1%	4,700	3.3%	4,550	1.8%	4,470
Lovelock	2,260	-5.8%	2,400	0.8%	2,380	7.2%	2,220	4.2%	2,130	1.4%	2,100
Storey County	3,110	9.1%	2,850	1.1%	2,820	3.7%	2,720	6.3%	2,560	3.2%	2,480
Washoe County	282,630	4.0%	271,770	2.3%	265,660	1.3%	262,260	2.0%	257,120	2.2%	251,580
Reno	148,550	3.3%	143,780	2.3%	140,540	1.4%	138,630	2.7%	134,930	3.7%	130,130
Sparks	57,190	2.7%	55,670	1.1%	55,090	0.9%	54,620	2.2%	53,440	0.1%	53,370
White Pine County	9,280	-2.7%	9,540	-0.3%	9,570	0.9%	9,480	0.7%	9,410	8.8%	8,650
Ely	4,630	-4.1%	4,830	-2.2%	4,940	0.0%	4,940	3.6%	4,770	7.2%	4,450
STATE	1,493,000	6.7%	1,398,760	4.1%	1,343,940	3.5%	1,297,910	5.0%	1,236,130	6.3%	1,162,340

Estimates from Nevada Department of Taxation and

Nevada State Demographer, Bureau of Business and Economic Research, College of Business Administration, University of Nevada, Reno.

RENO/SPARKS FACTS AT A GLANCE

LOCATION AND TRANSPORTATION

Located a few miles east of the Sierra Nevada mountain range is the Truckee Meadows and Reno/Sparks. The two "sister" cities are a major hub for western distribution and transportation. They are located just 140 miles from Sacramento, 221 miles from San Francisco and 530 miles from Salt Lake City on Interstate 80.

Trucking

Two major highways, I-80 and U.S. 395, make the entire West easily accessible to businesses in the area. Because service is available from 60 local, regional and national carriers, 80 percent of the 11-state western region is accessible on a next-day basis.

Rail Service

Freight service to the north, south, east and west is provided by Union Pacific; service to the east and west is also offered by Southern Pacific; while Amtrak operates east/west passenger service daily.

Airport

Reno Cannon International Airport is located adjacent to highways I-80 and U.S. 395 just four miles from downtown Reno. The airport is a Port of Entry and a landing rights airport accessible to any general aviation pilot. It is the nation's 63rd busiest airport. U.S. Customs and Immigration Service offices are also located at the airport.

Reno Stead Airport is the home of the world-famous Reno Air Races. It is a general aviation airport located north of Reno with two lighted runways. Two fixed-based operators are also located at the airport.

CLIMATE

The high desert location of Reno/Sparks (elevation 4,400 feet) offers a moderate climate year round with low humidity. The sun shines approximately 80 percent of the year. Most of the precipitation occurs in the form of occasional snow in the valley during the winter. The days are sunny and the nights cool and refreshing.

POPULATION AND GROWTH TRENDS

Reno/Sparks and Washoe County are characterized by a population responsive to business needs. The region is well positioned to support new industry and growth. Washoe County experienced a growth rate of 2.3 percent during 1993.

Growth Trends

Year	Reno	Sparks	MSA*
1970	72,863	24,187	121,068
1980	100,756	40,780	193,623
1985	114,070	48,670	224,580
1990	134,930	53,440	257,120
1993	143,780	55,670	271,770

*Metropolitan Statistical Area (MSA): A county or group of contiguous counties which contain at least one city of 50,000 or more inhabitants, or "twin cities" with a combined population of at least 50,000.

A BRIEF BUSINESS PORTRAIT OF RENO/SPARKS, NEVADA

When you're thinking of expanding or relocating your business to a new area, the choices can be overwhelming.

"Reno/Sparks Facts At A Glance" consolidates the latest available statistics to give you information relevant to your decision, including the business and lifestyle advantages of Reno/Sparks, Nevada. It is published bi-annually by Sierra Pacific Power Company's Economic Development Department to supplement the information in *A Business Portrait of Reno/Sparks*.

After you do all the necessary research, study and travel, and you're ready to make a decision, remember...

*Reno/Sparks—
The Right Combination
For Your Business*

Climate Information

Mean Temperature	50.8°F
January Mean Temperature	32.9°F
July Mean Temperature	71.6°F
Average Growing Season	184 days
Precipitation:	
Average Annual Precipitation	7.53"
Wettest Month	January (1.07")
Driest Month	July (.28")

Humidity:

Average Humidity At 4 p.m.	31%
Average Humidity At 4 a.m.	30%

Prevailing Winds:

Average Speed	6.6 MPH
Winter	South/Southwest
Summer	West/Northwest

Average Population

Years	Increase	Annual Growth Rate
1970-80	60.0%	4.8%
1980-85	16.0%	3.0%
1985-90	14.0%	2.7%
1992-93	2.3%	2.3%

Current Population

Distribution by Age

Under 5	7%
5-17	16%
18-20	4%
21-24	6%
25-44	37%
45-54	11%
55-59	4%
60-64	4%
65-74	7%
75-84	3%
85 & over	1%

Median Age

All Residents	33.6
---------------	------

Education Levels

Less than High School	5%
High School Graduate	21%
Technical School	6%
Some College/Two or More Years	38%
Four Years of College	13%
Some Post Grad/Post Grad	17%

Ethnic Characteristics

Asian & Pacific Islanders	4%
Black	2%
Caucasian	83%
Hispanic	9%
Native American	2%

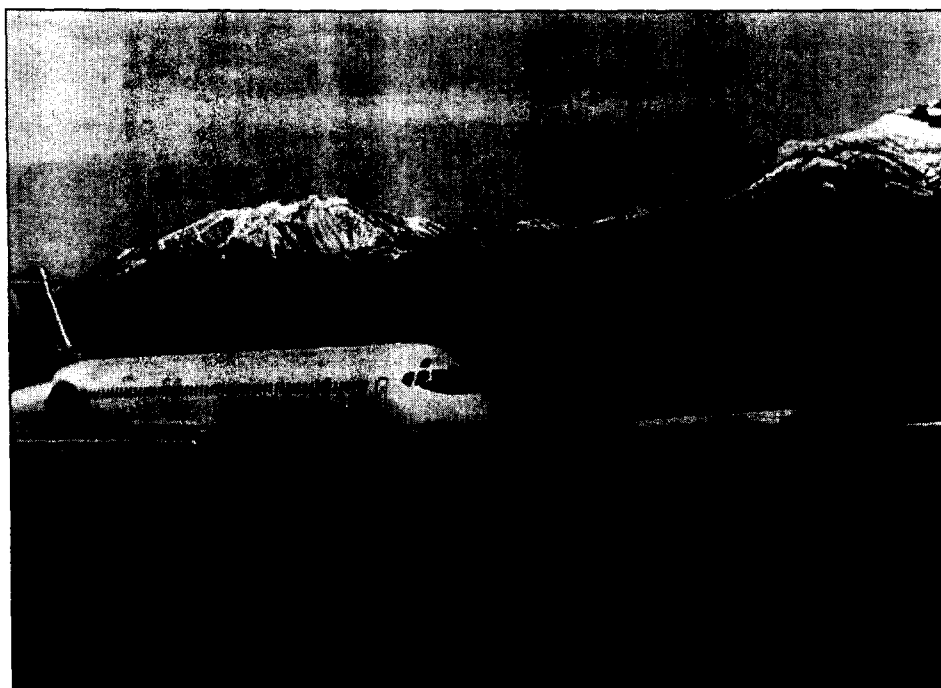
FINANCIAL INSTITUTIONS

These major financial institutions are based in Reno/Sparks, as well as numerous credit unions and private financing firms.

American Federal Savings Bank	7
Bank of America, Nevada	10
California Federal Bank	2
Comstock Bank	3
First Interstate Bank of Nevada	16
First Western Savings Association	3
Pioneer Citizens Bank of Nevada	2
PriMerit Bank	6
Sierra Bank of Nevada	1
U.S. Bank	8

ECONOMY

Add up the economic business advantages and the total clearly equals an attractive new location for your business.



Reno Cannon International Airport completed the first phase of a three-phase, \$80-million runway improvement project last November. Construction on a general aviation runway and the primary runway will be finished by early 1995.

- In its December 1993 issue, *Money Magazine* ranked Nevada one of three states with the lowest taxes in the country. (Ranking included factors of state income taxes, property and sales taxes for a two-income family of four.)

- The rate of unionization in Nevada is just 5 percent for manufacturing jobs, three times less than the national average of 16.6 percent. Nevada is one of the 21 "right-to-work" states.

- Figures released for 1993 by the Nevada State Demographer's office show Nevada's growth being the nation's fastest. During 1992-93 Nevada's population increased 4.1 percent.

- Reno Cannon International Airport continued to break records during 1993. The airport has experienced an 81 percent increase in passenger numbers since 1990. Daily flight numbers have increased from 62 to 106. Reno Cannon also has 13 airlines serving travelers, up from eight.

- Tourism remains a major industry for Reno/Sparks, with gaming and outdoor recreation attracting visitors from around the world.

HOUSING

The full range of housing options are available in Washoe County, including single-family homes, apartments, condominiums and mobile homes.

Housing Costs

The average rent for a two-bedroom apartment is \$531. The average cost for a typical 2,000 square foot single-family dwelling is \$136,391.

HEALTH CARE

Reno/Sparks has eight medical facilities with a total of 1,594 beds offering a full range of health care services. The community also has nine nursing homes. Medical services are provided by more than 590 physicians/surgeons and 123 dentists.

CHILD CARE

Reno/Sparks has 73 licensed child care centers, 148 licensed homes and 100 registered homes offering child care.

EDUCATION

University of Nevada, Reno

(702) 784-4636

The land grant university is located just minutes from downtown Reno and offers a complete range of academic programs and a medical school.

Accreditation

The university is fully accredited by the Northwest Association of Schools and Colleges and has 20 programs that are separately accredited by their own professional organizations.

Faculty

There are 647 full-time, professional teaching faculty on the campus. More than 95 percent of them hold the highest degree attainable in their fields. The university also utilizes numerous part-time and adjunct faculty.

Degrees Granted

During the 1992-93 academic year there were 1,162 baccalaureate degrees granted, 373 master's, 32 doctorate's, 54 medical doctorate's, nine education specialists and seven professional engineering degrees granted.

Academic Areas

Currently, the university offers more than 72 baccalaureate majors and 64 master's degree programs, 23 doctorate's, three educational doctorate's, and one medical doctorate program through the University of Nevada School of Medicine.

1993 Fall Enrollment

Total Students Enrolled	11,613
Undergraduate	8,609
Graduate	3,004
Average Age	27.1
Females	52%
Males	48%
Nevada Students	78%
Out-of-State	15.5%
Foreign Students	6.4%

Registration Fees

Undergraduate*	\$55.50/Credit
Graduate*	\$77.50/Credit
Medical School	
Nevada Resident	\$3,033.50/Semester
Nonresident	\$7,188.00/Semester
*Resident status	

Desert Research Institute

(702) 673-7300, Fax: (702) 673-7397

The Desert Research Institute conducts full-time basic and applied environmental research and development on air, water, biological and cultural resources and related technologies.

Truckee Meadows Community College

(702) 673-7000, Fax: (702) 673-7108

This two-year institution works closely with employers to develop programs specifically tailored to the Reno/Sparks job market.

Public and Private Schools

The Washoe County School District administers 50 elementary schools, 10 middle schools and 10 high schools in Reno/Sparks.

Total 1993-94 enrollment for Washoe County Schools:			
K-6	25,195	9-12	10,890
7-8	6,727		

In addition, the area has nine private elementary schools and one private high school.

UTILITIES

Sierra Pacific Power Company serves 251,000 electric customers in one of the nation's fastest growing areas. This growth is projected to boost the demand for electricity 21 percent by the turn of the century. For that reason, Sierra Pacific is continually searching for abundant, less expensive sources of energy and upgrading facilities to deliver reliable, economical service for future growth.

Westpac Utilities, a division of Sierra Pacific Power Company, supplies natural gas to the growing population of Reno/Sparks. A reliable supply of natural gas is assured from the Tuscarora Pipeline, being built in partnership with TransCanada Pipeline, scheduled to come on line in 1995. Westpac currently distributes natural gas to 83,000 customers and water to 57,000 customers in Reno/Sparks.

TELECOMMUNICATIONS

In the Reno/Sparks area, Nevada Bell's telecommunication network is 100 percent digitally switched. The company also offers a fiber optic loop around Reno as it continues to set the pace for communication technology.

The utility serves an area within a 25-mile radius of Reno/Sparks with toll-free calling to Virginia City, Stead, Incline Village at Lake Tahoe and Carson City. Reno/Sparks is also served by several other telecommunications firms, offering everything from FAX and mobile telephone service to installation and maintenance of business telephone systems.

RECREATION AND ENTERTAINMENT

Rand McNally voted the Reno/Sparks and Lake Tahoe area "number one in the nation for fun in the great outdoors." Unparalleled recreational opportunities abound. Excellent skiing, river rafting, rock climbing and camping is minutes away, as well as golf, tennis, basketball and many other sporting activities.

The area offers the finest in special events, stage entertainment and dining, with Reno's beautiful "River Walk" fast becoming an entertainment hub for the city.

The Reno Philharmonic, Nevada Festival Ballet, Nevada Opera, Reno Little Theater and Community Concert Association offer musical and theatrical productions throughout the year.

TAXES

Property Taxes

The 1993 ad valorem property tax in Reno is \$3.20, Sparks is \$3.34 and Washoe County \$2.47 for each \$100 of assessed valuation. Assessed value is 35 percent of the current market value of the property.

"During 1993, 52 new companies joined the Reno/Sparks business community creating 1,037 new jobs and more than \$200 million in economic impact, including direct and indirect payroll. Their activity and variety show a continued increase in diversification."

—Economic Development
Authority of Western
Nevada

Real property in Nevada is taxed on its assessed value, which is set by statute at 35 percent of the full cash value for land and at replacement cost less depreciation of 1 1/2 percent per year (up to 50 years). The tax rate is then applied against the assessed value. The current average statewide tax rate is \$2.83 per \$100 assessed value. Statutorily the combined tax rate is capped at \$3.64.

NEVADA STATE BUSINESS LICENSE TAX

All businesses that operate within the state must obtain a business license and pay a one-time \$25 filing fee.

Businesses must file a tax return and pay state business tax the last day of each quarter. The tax is computed at \$25 per employee per quarter.

Partial Exemption From Nevada State Business License Tax.

A new business may qualify for a partial exemption if authorization is obtained from the Nevada Commission on Economic Development. The firm's business activity must be consistent with the Commission's plan for economic development, and the business must:

- Have 200 or more full-time employees by the fourth quarter it's in operation.
- Make a capital investment of \$2,000,000 or more in Nevada.

A variety of exemptions are available as incentives.

Note: It is necessary to apply for the exemption.

TAX STRUCTURE

Taxes in Nevada are among the lowest in the nation. Nevada ranked third in the "Top Ten Tax Havens" in the United States according to *Money Magazine's* 1993 survey.

- No personal income tax
- No corporate income tax
- No unitary tax
- No inventory tax

SELECTED TAXES IMPOSED BY WESTERN STATES

STATE	FRANCHISE	CORPORATE INCOME%	PERSONAL INCOME%	SALES AND USE%	INHERITANCE/ ESTATE/GIFT	PROPERTY
Arizona	No	9.3	3.8-7	5.00	E	Yes
California	Yes	9.3	1.0-9.3	7.25-8.25	G&I	Yes
Colorado	No	5-5.3	5.0	3.00	E	Yes
Idaho	No	8.0	2.0-8.2	5.00	E&I	Yes
Nevada	No	No	No	6.50⁽¹⁾	E	Yes
New Mexico	Yes	4.8-7.6	1.8-8.5	4.75	E	Yes
Oregon	No	6.6	5-9.0	No	E&I	Yes
Utah	Yes	5.0	2.6-7.2	5.00	E	Yes

This chart shows that even among western states, Nevada offers substantial tax advantages.

(1) Carson City, Nye, Storey and White Pine counties have a 6.75 percent sales and use tax. Clark, Churchill and Washoe counties have a seven percent sales tax.

EMPLOYMENT DISTRIBUTION BY INDUSTRY

	1991	1992	1993	Base ⁽¹⁾
Total All Industries	140,400	147,700	150,400	100%
Mining	1,300	900	900	.6%
Construction	6,600	7,700	7,900	5.3%
Manufacturing	8,800	9,100	9,100	6.9%
Transportation & Public Utilities	9,700	9,500	9,500	6.3%
Trade	32,600	33,800	33,800	23.0%
Finance, Insurance & Real Estate	7,300	7,100	7,100	5.0%
Service	54,900	59,300	59,300	39.4%
Government	19,200	20,300	20,300	13.5%

⁽¹⁾ The percentages in this column are based on 1992.

LABOR FORCE

One of the county's greatest assets is its sizable pool of capable employees. Reno/Sparks has a diverse roster of industries, including manufacturing, service and distribution/warehousing.

Per Capita Income

	1989	1990	1991
Washoe Co.	\$20,920	21,327	N/A
Nevada	\$18,392	19,049	19,783
U.S.	\$17,731	18,691	19,092

LABOR MARKET

	1991	1992	1993
Total Labor Force	136,100	142,300	147,500
Total Employment	128,400	133,900	138,800
Total Unemployment	7,600	8,400	8,700
Unemployment Rate	5.8%	7.1%	7.0%

SIERRA PACIFIC POWER COMPANY

Sierra Pacific Power Company is an investor-owned, diversified energy and resource corporation engaged in pursuing related business opportunities in a rapidly expanding regional economy.

Its Economic Development Department offers site assistance that will make your relocation or expansion easier. Sierra Pacific's computerized Industrial Properties Database and Resource Center are designed to provide accurate and up-to-date information. All inquiries are kept confidential.



Sierra Pacific Power Company

Economic Development Department

Stan Thomas, Director
P.O. Box 10100
Reno, NV 89520-0400
Phone: (702) 689-3636
Fax: (702) 689-3384

Researched and produced by Sierra Pacific Power Company's Economic Development Department, January, 1994



Economic Development Authority
of Western Nevada

5190 Neil Road
Suite 111
Reno, NV 89502
702-829-3700
FAX 702-829-3710

Demographics

Median Household

Effective Buying Income

Reno	\$26,386
Sparks	\$32,009
MSA	\$29,439
Suburban	\$32,845

Source: Sales & Marketing Mgmt., 1990

Per Capita Income

	1986	1989
U.S.	\$14,636	\$17,567
Nevada	\$15,380	\$18,827
Reno/Sparks MSA	\$17,469	\$19,660*

*(1988)

Source: U.S. Department of Commerce

Education

Quality in Education

The average teacher/student ratio is 24:1 in the primary grades (with a 15:1 ratio in first and second grades) and 25:1 in the secondary grades. The state has mandated that all primary classes will have a 15:1 ratio by 2000.

Community College

The Truckee Meadows Community College provides post-secondary and occupational opportunities in our area. Its enrollment exceeds 9,500 students who enjoy the benefits of 3 fully accredited associate degree programs and specific job training programs.

University of Nevada, Reno

The older of our state's two universities, the campus in Reno with 11,000+ students enjoys a wide variety of programs offered by the fully accredited 11 schools and colleges including 95 bachelor degrees, 65 master's programs, 19 doctoral specialties, 3 EdD's, 1 MD and a fully accredited MBA program.

The Average SAT Scores - 1989

	Verbal	Math
Washoe County	450	493
Nevada	439	487
U.S.	427	476

Population

	1980	1990
Reno	100,756	130,497
Sparks	40,780	56,901
MSA	193,845	257,660
Projected Reno MSA - Year 2000:	329,333	

Climate

Temperatures:	High	Low
Annual Average	67.3°	35.5°
January Average	42.6°	19.1°
July Average	92.7°	52.4°
Number of Days Above 90°	— 37	
Number of Days Below 32°	— 7	
Average Wind Speed	— 6.6 mph	
Sunshine Days	— 280	
Relative Average Humidity	— 50%	
Annual Precipitation Total	— 7.49 inches	

Employment

Unemployment Compensation Tax

Employers pay between 0.3 and 5.4% of the first \$13,800 wages paid to an employee during a calendar year. All new businesses have a rate of 3.0% for 12 to 18 quarters until their experience rating is established.

Workers' Compensation Insurance

State Industrial Insurance System (SIIS): Rates are determined by the loss experience of all employees within the classification code in Nevada. Premiums are collected based on each \$100 of payroll, to a maximum of \$24,000.

Workforce

52.9% of total Reno/Sparks MSA Population is in Workforce. (Population - 257,660 — Workforce - 136,400)

Unemployment Rate	Nov. 90	Nov. 89
Reno/Sparks	5.2	4.4
Nevada	5.5	4.8
U.S.	5.9	5.3

Corporate Citizens

Major Corporate Headquarters

Hamilton Company
International Game Technology
Linear Instruments
Molten America
Porsche Cars North America

Major Manufacturers

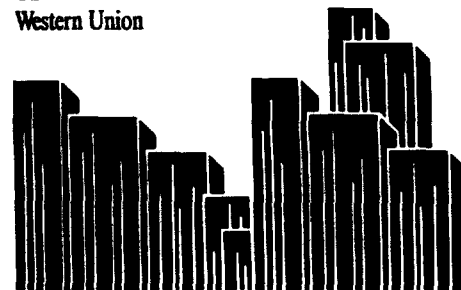
Hamilton Company
Hidden Valley Ranch Food Products
International Game Technology
R.R. Donnelley & Sons
Sweetheart Plastics
Wells Manufacturing

Major Distributors

Arrow Electronics
General Motors
J.C. Penney Company, Inc.
K-Mart
Sherwin-Williams
W.R. Grace

Major Communications/Data Centers

America West Airlines
J.C. Penney Company, Inc.
Pacific Telesis
Spiegel
USAir
Western Union



Printed on recycled paper.

Category	Value	Value
Health Care	112.1	102.9
Misc. Goods & Serv.		
U.S.		
Nov. 1990		